

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK503		5th
COURSE TITLE	HOTEL (BUSINESS) MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	3	6	
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Scientific Expertise		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION:	Greek		
LANGUAGE OF EXAMINATION/ASSESSMENT:	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY129/		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

The aim of this course is to help students understand the characteristics of and the management of enterprises/businesses, in the two main sectors of the tourism industry - hotels and travel agencies.

On completing the course unit, students should have developed the following skills and abilities:

- Define the term and concept of Hospitality Management.

<ul style="list-style-type: none"> ▪ Describe how to manage hotels, but also acquire the relevant skills to do so. ▪ Choose/Decide on ways to solve problems that arising in hotel management. ▪ Plan and organize the functions of a hotel. ▪ Define the role and the importance, as well as the services offered by a travel agency. 			
<p>General Competences</p> <p><i>Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?</i></p> <table border="0"> <tr> <td style="vertical-align: top;"> <i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Individual/Independent work</i> <i>Group/Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Introduction of innovative research</i> </td> <td style="vertical-align: top;"> <i>Project planning and management</i> <i>Respect for diversity and multiculturalism</i> <i>Environmental awareness</i> <i>Social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Critical thinking</i> <i>Development of free, creative and inductive thinking</i> <i>.....</i> <i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i> <i>.....</i> </td> </tr> </table>		<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Individual/Independent work</i> <i>Group/Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Introduction of innovative research</i>	<i>Project planning and management</i> <i>Respect for diversity and multiculturalism</i> <i>Environmental awareness</i> <i>Social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Critical thinking</i> <i>Development of free, creative and inductive thinking</i> <i>.....</i> <i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i> <i>.....</i>
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<ul style="list-style-type: none"> • Individual/Independent work • Group/Team work • Social, professional and ethical responsibility and sensitivity to gender issues • Development of free, creative and inductive thinking 			

(3) COURSE CONTENT

<p>The aim of the course is to enable students to understand the operation of hotel through recognising and understanding its functions.</p> <p>The course will focus on understanding the principles of business management, the functions of business management, the history of management thinking, the external and internal environment in which hotel industry operate, the evolution and characteristics of the hotel industry, the hotel departments, the effectiveness metrics (Hotel statistics and ratios) and other specific issues (Hotel policies, Service quality). Moreover, the course includes the definition of the characteristics of tourism offices and their role in the tourist circuit, the services offered by the tourism office, the types of travel agencies, the organization of a tourism office, the group trip packages, as well as incentive travel.</p>

(4) TEACHING METHODS--ASSESSMENT

<p>MODES OF DELIVERY</p> <p><i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	<p>Face-to-Face, in-class lecturing</p>
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</p> <p><i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>Support of learning process through the e-class platform.</p> <p>Use of the e-class platform and of e-mails, to communicate with the students.</p>

<p align="center">COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	Activity/Method	Semester workload
	Lectures	39
	Individual or Team/Group assignments	50
	Self-study	64
	Assessment	2
	Total	155
<p align="center">STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Final written exam (80%) which includes:</p> <ul style="list-style-type: none"> - Multiple choice questions - Short answer questions <p>Students will be given the opportunity to participate in a coursework followed by a presentation, with accounts of 20% of the total grade. The coursework will focus on academic topics relevant to the topics discussed during the course.</p>	

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

- Laloumis D. (2018). "Hospitality Management". 1st edition, Faidimos Publishing. ISBN: 978-618-5062-22-4 (in Greek).

Relevant Scientific Journals: Tourism Management; Journal of Management; International Journal of Business & Management; Tourism and Hospitality Planning and Development Journal; International Journal of Contemporary Hospitality Management; The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality; International Journal of Hospitality Management; Journal of Hospitality and Tourism Management; Transportation; International Journal of Tourism Research; Journal of Management Studies; Academy of Management Journal